

Please replace the paragraph starting at page 19, line 14 with the following:

Regardless of the technique or techniques used, one or more categories 450 are generated. Keyword suggestion/provision operations 460 may use the one or more generated categories 450, to generate one or more keywords 465. For example, the keyword suggestion/provision operations 460 may use the one or more categories 450 as keys 352 to lookup keywords 354 in a keyword inverted index 350. The determined keywords 465 476 may be provided to the user as suggested keywords, or may automatically be associated with an ad as targeting keywords. However, in one embodiment of the present invention described below, the keywords are tested for qualification first.

Please replace the paragraph starting at page 21, line 21 with the following:

Figure 6 is a flow diagram of an exemplary method 600 that may be used to perform keyword suggestion/provision operations 460 in a manner consistent with the present invention. One or more categories are accepted. (Block 610) One or more keywords are determined using the accepted categories. (Block 620) Recall that this may be done using a keyword index 330. The determined keywords may be ordered using unused inventory information. (Block 630) In this way, keywords that, if used as targeting keywords, would fill more ad spots may be considered first. As indicated by

loop 640-660, a number of acts may be performed for each of the determined keywords, or at least of the determined keywords under consideration. In one embodiment of the present invention, the keyword is simply suggested to the advertiser or provided as a targeting keyword. (Block 650) In an alternative embodiment of the present invention, keyword status is checked. For example, it may be determined whether or not the keyword is qualified. (Decision block 680) If so, the method 600 continues to block 650 already discussed. If the keyword is not qualified (and hasn't been disqualified), the password may be passed to trial operations for qualification testing. (~~Block~~ Blocks 680, 685 and 690) Once all of the keywords have been processed, the method 600 is left. (Node 670)

Please replace the paragraph starting at page 22, line 25 with the following:

Figure 8 is a flow diagram of an exemplary method 800 that may be used to try keywords for qualification as targeting keywords in a manner consistent with the present invention. A keyword (or more than one keyword) is accepted. (Block 810). The trial operations may use one or more keywords as targeting keywords in the serving of an ad (or even a group of ads) (Block 820) and the performance of such ads may be tracked (Block 830). In one embodiment of the present invention, the serving of the ads using trial targeting keyword (s) may be limited to ad spots (inventory) that otherwise would be unused. After a certain amount of time and/or after a certain

number of such ad serves, various branches of the method 800 may be performed responsive to various different performance levels. (Block 840) If a keyword performs well (e.g., in general, or for a particular category), it may be marked as a keyword to be suggested, and/or as a qualified keyword (e.g., in general, or for the particular category) (Block 850) before the method 800 is left (Node 870). In fact, generic creatives (for example, creative templates with certain advertiser information inserted) with qualified targeting keywords could be subject to expedited approvals. If, on the other hand, a keyword does not perform well (e.g., in general, or for a particular category), it may be disqualified and marked as unusable (e.g., in general, or for the particular category) (Block 860) before the method 800 is left (Node 870). In this way, advertisers can avoid the frustration of targeting their ads using poorly performing keywords. Although not shown, keywords can be assigned various different status levels associated with various different levels of performance. In one embodiment, performance for one or more keywords may be considered to be good if ads served pursuant to using the keyword(s) as targeting keywords perform (e.g., have a click-through rate) comparable to what salespeople and/or customers already think are the best keywords (e.g., the keywords that they are already using).

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 for determining one or more ad targeting keywords, the  
3 computer-implemented method comprising:

- 4 a) accepting at least one category;  
5 b) determining one or more keywords using the  
6 accepted at least one category; and  
7 c) providing at least some of the determined one or  
8 more keywords as one or more ad targeting keywords.

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword.

1 Claim 3 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of determining at least  
3 one category uses ad creative information.

1 Claim 4 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of determining at least  
3 one category uses information from a landing Webpage of an  
4 ad.

1 Claim 5 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of determining one or  
3 more keywords uses an inverted keyword index in which  
4 categories are provided as lookup keys to keywords.

1 Claim 6 (currently amended): The computer-implemented  
2 method of claim 1 further comprising:

3       - performing qualification testing of the determined  
4       one or more keywords to determine if a keyword is  
5       qualified or unqualified for use as an ad targeting  
6       keyword,

7               wherein each of the at least some of the  
8       determined one or more keywords provided as one or more ad  
9       targeting keywords are qualified keywords.

1    Claim 7 (currently amended): The computer-implemented  
2    method of claim 6 wherein the act of performing  
3    qualification testing of the determined one or more  
4    keywords tracks a performance of ads served using the  
5    keyword as an ad targeting keyword.

1    Claim 8 (currently amended): The computer-implemented  
2    method of claim 7 wherein the performance of ads is tracked  
3    in general, across all categories.

1    Claim 9 (currently amended): The computer-implemented  
2    method of claim 7 wherein the performance of ads is tracked  
3    across one or more specific categories..

1    Claim 10 (currently amended): The computer-implemented  
2    method of claim 9 wherein the one or more specific  
3    categories include the at least one category accepted.

1    Claim 11 (currently amended): The computer-implemented  
2    method of claim 7 wherein the ads served using the keyword  
3    as an ad targeting keyword during the act of performing  
4    qualification testing of the determined one or more  
5    keywords, are only served on available ad spots that  
6    otherwise would be unused by any ads.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of providing at least  
3 some of the determined one or more keywords as one or more  
4 ad targeting keywords provides the determined one more  
5 keywords in an order determined using unused inventory  
6 information.

1 Claim 13 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of providing at least  
3 some of the determined one or more keywords as one or more  
4 ad targeting keywords provides the determined one more  
5 keywords in an order determined using unused inventory  
6 information such that a keyword corresponding to a larger  
7 number of unused ad spots is provided before another  
8 keyword corresponding to a smaller number of unused ad  
9 spots.

1 Claim 14 (currently amended): A computer-implemented  
2 method for determining one or more ad targeting keywords,  
3 the computer-implemented method comprising:  
4 a) accepting at least one category;  
5 b) determining one or more keywords using the  
6 accepted at least one category;  
7 c) providing the determined one or more keywords as  
8 suggested targeting keywords to an advertiser;  
9 d) accepting advertiser input in response to the  
10 suggested targeting keywords; and  
11 e) determining whether or not to provide at least  
12 some of the determined one or more keywords as  
13 targeting keywords for an ad using the accepted  
14 advertiser input.

1 Claim 15 (currently amended): The computer-implemented  
2 method of claim 14 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword.

1 Claim 16 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of determining at least  
3 one category uses ad creative information.

1 Claim 17 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of determining at least  
3 one category uses information from a landing Webpage of an  
4 ad.

1 Claim 18 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of determining one or  
3 more keywords uses an inverted keyword index in which  
4 categories are provided as lookup keys to keywords.

1 Claim 19 (currently amended): The computer-implemented  
2 method of claim 14 further comprising:  
3       - performing qualification testing of the determined  
4       one or more keywords to determine if a keyword is  
5       qualified or unqualified for use as an ad targeting  
6       keyword,  
7       wherein each of the at least some of the  
8       determined one or more keywords provided as suggested  
9       targeting keywords to an advertiser are qualified keywords.

1 Claim 20 (currently amended): The computer-implemented  
2 method of claim 19 wherein the act of performing  
3 qualification testing of the determined one or more

4 keywords tracks a performance of ads served using the  
5 keyword as an ad targeting keyword.

1 Claim 21 (currently amended): The computer-implemented  
2 method of claim 20 wherein the performance of ads is  
3 tracked in general, across all categories.

1 Claim 22 (currently amended): The computer-implemented  
2 method of claim 21 wherein the one or more specific  
3 categories include the at least one category accepted.

1 Claim 23 (currently amended): The computer-implemented  
2 method of claim 20 wherein the performance of ads is  
3 tracked across one or more specific categories.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 20 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the determined one or more  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of providing the  
3 determined one or more keywords as suggested targeting  
4 keywords to an advertiser provides the determined one more  
5 keywords in an order determined using unused inventory  
6 information.

1 Claim 26 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of providing the  
3 determined one or more keywords as suggested targeting



4 keywords to an advertiser provides the determined one more  
5 keywords in an order determined using unused inventory  
6 information such that a keyword corresponding to a larger  
7 number of unused ad spots are provided before another  
8 keyword corresponding to a smaller number of unused ad  
9 spots.

1 Claim 27 (currently amended): A computer-implemented  
2 method for generating one or more serving constraints for  
3 targeting an ad, the computer-implemented method  
4 comprising:

- 5 a) accepting ad information;
- 6 b) determining one or more categories using the
- 7 accepted ad information;
- 8 c) determining one or more serving constraints from
- 9 the one or more categories determined.

1 Claim 28 (currently amended): The computer-implemented  
2 method of claim 83 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword.

1 Claim 29 (currently amended): The computer-implemented  
2 method of claim 27 wherein the act of determining at least  
3 one category uses ad creative information.

1 Claim 30 (currently amended): The computer-implemented  
2 method of claim 27 wherein the act of determining at least  
3 one category uses information from a landing Webpage of an  
4 ad.

1 Claim 31 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of determining one or

3 more keywords uses an inverted keyword index in which  
4 categories are provided as lookup keys to keywords.

1 Claim 32 (currently amended): The computer-implemented  
2 method of claim 83 further comprising:  
3 - performing qualification testing of the determined  
4 one or more keywords to determine if a keyword is  
5 qualified or unqualified for use as an ad targeting  
6 keyword,  
7 wherein each of the at least some of the  
8 determined one or more keywords provided as candidate  
9 targeting keywords are qualified keywords.

1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of performing  
3 qualification testing of the determined one or more  
4 keywords tracks a performance of ads served using the  
5 keyword as an ad targeting keyword.

1 Claim 34 (currently amended): The computer-implemented  
2 method of claim 27 wherein the performance of ads is  
3 tracked in general, across all categories.

1 Claim 35 (currently amended): The computer-implemented  
2 method of claim 27 wherein the performance of ads is  
3 tracked across one or more specific categories.

1 Claim 36 (currently amended): The computer-implemented  
2 method of claim 27 wherein the one or more specific  
3 categories include the at least one category accepted.

1 Claim 37 (currently amended): The computer-implemented  
2 method of claim 33 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the determined one or more  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 38 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of providing the  
3 determined one or more keywords as candidate targeting  
4 keywords provides the determined one more keywords in an  
5 order determined using unused inventory information.

1 Claim 39 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of providing the  
3 determined one or more keywords as candidate targeting  
4 keywords provides the determined one more keywords in an  
5 order determined using unused inventory information such  
6 that a keyword corresponding to a larger number of unused  
7 ad spots are provided before another keyword corresponding  
8 to a smaller number of unused ad spots.

1 Claim 40 (currently amended): The computer-implemented  
2 method of claim 83 further comprising:  
3 d) populating serving constraints of an ad with the  
4 candidate keywords.

1 Claim 41 (currently amended): The computer-implemented  
2 method of claim 83 further comprising:  
3 d) providing the candidate keywords to an advertiser  
4 as ad targeting keyword suggestions;

5 e) accepting advertiser input in response to the  
6 suggested targeting keywords; and  
7 f) determining whether or not to provide at least  
8 some of the candidate keywords as targeting keywords  
9 for an ad using the accepted advertiser input.

1 Claim 42 (original): Apparatus for determining one or more  
2 ad targeting keywords, the apparatus comprising:

3 a) an input for accepting at least one category;  
4 b) means for determining one or more keywords using  
5 the accepted at least one category; and  
6 c) means for providing at least some of the  
7 determined one or more keywords as one or more ad  
8 targeting keywords.

1 Claim 43 (original): The apparatus of claim 42 wherein at  
2 least one of the one or more ad targeting keywords is a  
3 negative keyword.

1 Claim 44 (original): The apparatus of claim 42 wherein the  
2 means for determining at least one category use ad creative  
3 information.

1 Claim 45 (original): The apparatus of claim 42 wherein the  
2 means for determining at least one category use information  
3 from a landing Webpage of an ad.

1 Claim 46 (original): The apparatus of claim 42 wherein the  
2 means for determining one or more keywords use an inverted  
3 keyword index in which categories are provided as lookup  
4 keys to keywords.

1 Claim 47 (original): The apparatus of claim 42 further  
2 comprising:  
3 - means for performing qualification testing of the  
4 determined one or more keywords to determine if a  
5 keyword is qualified or unqualified for use as an ad  
6 targeting keyword,  
7 wherein each of the at least some of the  
8 determined one or more keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 48 (original): The apparatus of claim 47 wherein the  
2 means for performing qualification testing of the  
3 determined one or more keywords track a performance of ads  
4 served using the keyword as an ad targeting keyword.

1 Claim 49 (original): The apparatus of claim 48 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 50 (original): The apparatus of claim 48 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 51 (original): The apparatus of claim 50 wherein the  
2 one or more specific categories include the at least one  
3 category accepted.

1 Claim 52 (currently amended): The apparatus of claim 48  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the determined one or more keywords, are only served on

5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 53 (original): The apparatus of claim 42 wherein the  
2 means for providing at least some of the determined one or  
3 more keywords as one or more ad targeting keywords provide  
4 the determined one more keywords in an order determined  
5 using unused inventory information.

1 Claim 54 (original): The apparatus of claim 42 wherein the  
2 means for providing at least some of the determined one or  
3 more keywords as one or more ad targeting keywords provide  
4 the determined one more keywords in an order determined  
5 using unused inventory information such that a keyword  
6 corresponding to a larger number of unused ad spots is  
7 provided before another keyword corresponding to a smaller  
8 number of unused ad spots.

1 Claim 55 (original): Apparatus for determining one or more  
2 ad targeting keywords, the apparatus comprising:  
3 a) an input for accepting at least one category;  
4 b) means for determining one or more keywords using  
5 the accepted at least one category;  
6 c) means for providing the determined one or more  
7 keywords as suggested targeting keywords to an  
8 advertiser;  
9 d) means for accepting advertiser input in response  
10 to the suggested targeting keywords; and  
11 e) means for determining whether or not to provide at  
12 least some of the determined one or more keywords as  
13 targeting keywords for an ad using the accepted  
14 advertiser input.

1 Claim 56 (original): The apparatus of claim 55 wherein at  
2 least one of the one or more ad targeting keywords is a  
3 negative keyword.

1 Claim 57 (original): The apparatus of claim 55 wherein the  
2 means for determining at least one category use ad creative  
3 information.

1 Claim 58 (original): The apparatus of claim 55 wherein the  
2 means for determining at least one category use information  
3 from a landing Webpage of an ad.

1 Claim 59 (original): The apparatus of claim 55 wherein the  
2 means for determining one or more keywords uses an inverted  
3 keyword index in which categories are provided as lookup  
4 keys to keywords.

1 Claim 60 (original): The apparatus of claim 55 further  
2 comprising:  
3 - means for performing qualification testing of the  
4 determined one or more keywords to determine if a  
5 keyword is qualified or unqualified for use as an ad  
6 targeting keyword,  
7 wherein each of the at least some of the  
8 determined one or more keywords provided as suggested  
9 targeting keywords to an advertiser are qualified keywords.

1 Claim 61 (original): The apparatus of claim 60 wherein the  
2 means for performing qualification testing of the  
3 determined one or more keywords track a performance of ads  
4 served using the keyword as an ad targeting keyword.

1 Claim 62 (original): The apparatus of claim 61 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 63 (original): The apparatus of claim 62 wherein the  
2 one or more specific categories include the at least one  
3 category accepted.

1 Claim 64 (original): The apparatus of claim 61 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 65 (currently amended): The apparatus of claim 61  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the determined one or more keywords, are only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 66 (original): The apparatus of claim 55 wherein the  
2 means for providing the determined one or more keywords as  
3 suggested targeting keywords to an advertiser provide the  
4 determined one more keywords in an order determined using  
5 unused inventory information.

1 Claim 67 (original): The apparatus of claim 55 wherein the  
2 means for providing the determined one or more keywords as  
3 suggested targeting keywords to an advertiser provide the  
4 determined one more keywords in an order determined using  
5 unused inventory information such that a keyword  
6 corresponding to a larger number of unused ad spots are



7 provided before another keyword corresponding to a smaller  
8 number of unused ad spots.

1 Claim 68 (original): Apparatus for generating one or more  
2 keywords as candidates for use as ad targeting keywords,  
3 the apparatus comprising:  
4 a) an input for accepting ad information;  
5 b) means for determining one or more categories using  
6 the accepted ad information;  
7 c) means for determining one or more keywords from  
8 the one or more categories determined.

1 Claim 69 (original): The apparatus of claim 68 wherein at  
2 least one of the one or more ad targeting keywords is a  
3 negative keyword.

1 Claim 70 (original): The apparatus of claim 68 wherein the  
2 means for determining at least one category uses ad  
3 creative information.

1 Claim 71 (original): The apparatus of claim 68 wherein the  
2 means for determining at least one category uses  
3 information from a landing Webpage of an ad.

1 Claim 72 (original): The apparatus of claim 68 wherein the  
2 means for determining one or more keywords uses an inverted  
3 keyword index in which categories are provided as lookup  
4 keys to keywords.

1 Claim 73 (original): The apparatus of claim 68 further  
2 comprising:

3       - means for performing qualification testing of the  
4       determined one or more keywords to determine if a  
5       keyword is qualified or unqualified for use as an ad  
6       targeting keyword,

7       wherein each of the at least some of the  
8       determined one or more keywords provided as candidate  
9       targeting keywords are qualified keywords.

1    Claim 74 (currently amended): The apparatus of claim ~~73~~ 74  
2    wherein the means for performing qualification testing of  
3    the determined one or more keywords track a performance of  
4    ads served using the keyword as an ad targeting keyword.

1    Claim 75 (original): The apparatus of claim 74 wherein the  
2    performance of ads is tracked in general, across all  
3    categories.

1    Claim 76 (original): The apparatus of claim 74 wherein the  
2    performance of ads is tracked across one or more specific  
3    categories.

1    Claim 77 (original): The apparatus of claim 76 wherein the  
2    one or more specific categories include the at least one  
3    category accepted.

1    Claim 78 (currently amended): The apparatus of claim 74  
2    wherein the ads served using the keyword as an ad targeting  
3    keyword by the means for performing qualification testing  
4    of the determined one or more keywords, are only served on  
5    available ad spots that otherwise would be unused by any  
6    ads.

1 Claim 79 (original): The apparatus of claim 68 wherein the  
2 means for providing the determined one or more keywords as  
3 candidate targeting keywords provide the determined one  
4 more keywords in an order determined using unused inventory  
5 information.

1 Claim 80 (original): The apparatus of claim 68 wherein the  
2 means for providing the determined one or more keywords as  
3 candidate targeting keywords provide the determined one  
4 more keywords in an order determined using unused inventory  
5 information such that a keyword corresponding to a larger  
6 number of unused ad spots are provided before another  
7 keyword corresponding to a smaller number of unused ad  
8 spots.

1 Claim 81 (original): The apparatus of claim 68 further  
2 comprising:  
3 d) means for populating serving constraints of an ad  
4 with the candidate keywords.

1 Claim 82 (original): The apparatus of claim 68 further  
2 comprising:  
3 d) means for providing the candidate keywords to an  
4 advertiser as ad targeting keyword suggestions;  
5 e) means for accepting advertiser input in response  
6 to the suggested targeting keywords; and  
7 f) means for determining whether or not to provide at  
8 least some of the candidate keywords as targeting  
9 keywords for an ad using the accepted advertiser  
10 input.

1 Claim 83 (currently amended): The computer-implemented  
2 method of claim 27 wherein the one or more serving  
3 constraints are one or more ad targeting keywords.

1 Claim 84 (currently amended): A computer-implemented  
2 method comprising:  
3       a) accepting ad information;  
4       b) determining one or more categories using the  
5       accepted ad information;  
6       c) recommending at least one of the one or more  
7       categories determined to an advertiser.

1 Claim 85 (currently amended): The computer-implemented  
2 method of claim 84 further comprising:  
3       d) accepting advertiser feedback with respect to  
4       the recommended one or more categories.